



**ENGAGEMENT
AND EXTENSION
COLORADO STATE UNIVERSITY**

Highlights from 2020 Public Officials Satisfaction Survey

**CSU Extension and Off-Campus
Services in Colorado**

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Summary

In the summer of 2021, the Office of Engagement and Extension embarked on a strategic planning process as part of the University's Courageous Strategic Transformation. Insights from this survey and the statewide community needs assessment have informed our planning process. To ensure our plan is responsive and integrated into our work, we will use future surveys to gather feedback on our progress.

Page three of this document outlines highlights of the survey. Based on the results, the Office of Engagement and Extension is including in areas of focus the following:

- Expand awareness of programs and services
- Continue to partner with communities to address emerging needs
- Strengthen connections between CSU's faculty, institutes and centers and Colorado communities

In 2020, we expanded the public officials' survey to gather additional feedback and input on our impact areas to a broader group of state and local public officials to assess perceptions of CSU off-campus services.

The confidential survey was available for responses from November 30 to December 24, 2020. CSU's Office of Institutional Research, Planning and Effectiveness facilitated the survey using a web-based tool that invited participants via email with a letter from Colorado State University President Joyce McConnell.

Twenty-three percent of commissioners from counties where CSU has Extension offices or provides Extension services responded. Additionally, 18.5% of state and local public officials provided feedback and input.

In 2020, we began a statewide community needs assessment (CNA) process, and as a result, we will have access to in-depth information that outlines the unique needs of Colorado communities as we plan for the future.

For additional information on the planning process or our surveys, visit engagement.colostate.edu.

88%

Eighty-eight percent of county respondents agree that CSU Extension meets the needs of their county

90%

Over 90% agree that CSU Extension and CSU's off-campus services and units help improve the quality of life in Colorado

2020 Survey Highlights

In 2020 the survey was revised to be more inclusive of our impact areas for targeted improvement areas moving forward as well as continuing to provide actionable insights. Some areas of key indicators included in previous surveys provide for comparison of general satisfaction levels.

65%

Awareness: Extremely Familiar or Very Familiar

65% of Respondents are Extremely Familiar or Very Familiar with CSU Extension.



Trustworthiness, Accuracy and Helpfulness

Trustworthiness, accuracy and helpfulness are the highest rated aspects (ideal or close to ideal) of **information provided by CSU Extension** (County Commissioners).



Trustworthiness and Helpfulness

Highest rated aspects (ideal or close to ideal) of information provided by CSU **programs and services** (County Commissioners).



Expertise, professionalism, collaboration*

Highest rated levels of agreement (strongly agree and somewhat agree) about **CSU Extension Personnel**.

**They share their expertise; they are experts in their field; they demonstrate professionalism; they work collaboratively; they help improve the quality of life in our county.*

93%

Cost Efficient

93% of County respondents rated the cost efficiency of CSU Extension as **Excellent or Good**.



Be More Engaged

Nearly half of county respondents identified 'Helping people to be more engaged' as a way CSU Extension can **better serve your county**.



Resources for Entrepreneurs and Businesses

Nearly half of public official respondents identified 'Providing resources to entrepreneurs and small businesses' as a way CSU off-campus units and services could better serve your area.

Methodology Overview

For the past thirteen years, the Office of Engagement and Extension has surveyed county commissioners to seek input into services provided and overall satisfaction in counties where CSU Extension has offices or provides services.

In 2020, an abbreviated version of the survey was also distributed to a broader group of state and local public officials to assess perceptions of CSU off-campus services. Off-campus services are defined in the survey as CSU Extension, Colorado State Forest Service, Agriculture Experiment Station, CSU Online, student learning placements/internships, and engaged (collaborative) research with communities.

The confidential survey was conducted November 30 to December 24, 2020, by the Office of Institutional Research, Planning and Effectiveness using a web-based survey tool. Participants received an email link to participate in the survey, including a letter from the Colorado State University President Joyce McConnell.

The response rate for commissioners in counties where CSU has Extension offices or provides Extension services was 22.8%. The response rate for state and local public officials was 18.5%.

Also in 2020, we began a statewide community needs assessment (CNA) process. This formal process consisted of four main elements including a perception survey, secondary data analysis, key informant data and a community needs assessment survey. As of August 2021, data collection has concluded for the CNA.

These data sources collectively contribute to a detailed understanding of needs in our communities, enhance our planning and will inform program priorities in future years.

This summary will be made available on the [CSU Engagement and Extension website](#).